

ABSTRACT OF THE DISCLOSURE

When a print of a picture image is ordered by generating print ordering information ^{including} comprising electronic data in a predetermined standard to be processed by a predetermined photo finishing system, the print ordering information is generated by considering the content of the services that a service provider or a laboratory where the order is placed can provide so that the service will be provided with certainty. Picture image data obtained by reading a developed film are recorded in a recording medium together with printing service information regarding printing services. In print ordering information generation processing on the image data, the printing service information and the image data recorded in the recording medium are displayed on an order screen and print ordering information for requesting a printing service regarding the image data is generated by using the displayed printing service information.

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